

Design Document _ Module Two

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1. Website Type : Blog

2. Website Purpose and Goals:

a. Purpose

i. News and Views

b. Goals

I. Primary Goals

1. Primary Goal 1: Informative

2. Primary Goal 2: Gather emails and form a community

c. Audience Change Makers

d. Milestones

I. Develop a process to receive their email address

II. Opinions and suggestions to contribute

e. Metrics

i. All Metrics

1. Metric 1: traffic to website

2. Metric 2: time spend on website

3. Metric 3: demographic information

ii. KPIs

1. Number of returns - frequency and repeat

2. Number if email addresses received

3. Number of suggestions

f. Key Characteristics

I. Description of characteristics: Colors

Launch Page: TBD

ii. Description of characteristics: Images

Launch Page:

1. Connecticut landscape Background

2. Washington D.C Capital

3. Ukrainian Blue and Yellow Hand

iii . Description of characteristics: Fonts _ Stylist

Launch Page: OSWALD Font

iiii. Description of characteristics :What is your website layout

- WHITE LETTERING COPY ON TOP OF SHADED DARKER PICTURE OF CT SYMBOLIC LANDSCAPE,
- NO FRAME-PICTURE EXTENDED EDGE TO EDGE BROKEN INTO $\frac{1}{3}$ OF ENTIRE PAGE
- 2ND $\frac{1}{3}$ SEGMENT SAME FORMAT AS ABOVE - BACKGROUND PHOTO WITH WHITE LETTERING COPY

Accessibility Considerations:

- i. Website Desktop Only
- li. Alt Tag

Site Map Link:

<https://www.gloomaps.com/WG64GngzJT>

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Similar Websites

Website 1 -<https://www.vox.com>

1. Similarities: subject matter
2. Similarities: Latest News

Website 2 - <https://www.ewtnnews.com>

1. Similarities: Subject matter
2. Similarities: Perspective
3. Similarities: Heart of the matter

C. Conclusion

I. Statement of conclusion: my website is Blog